



**DEPARTMENT:** Human Resources/Communications

**NATURE OF WORK:**

Coordinates the County's public information, public relations, and cable television production, including the operation of the Community Video Center.

Work is performed under the managerial direction of the Human Resource Manager.

**ESSENTIAL FUNCTIONS OF JOB:**

Oversees and coordinates the County's public information efforts.

Facilitates the production of local programming; develops procedures for and coordinates use of the community access channel; may produce programs.

Identifies County issues and services to be addressed at Neighborhood Network meetings; disseminates information to neighborhood contacts; and assists in development of the annual Neighborhoods Conference.

Writes and edits press releases, news articles, and a County newsletter; coordinates press conferences; may serve as spokesperson for County with newspaper reporters; assists other departments in dealing with the media; maintains media files.

Coordinates the publication of the County's Annual Report and a variety of informational brochures; works with departments in developing concepts, approach, text, and printing.

Supervises Communications Specialists, Video Technician, and clerical support.

Assists County staff in preparing presentations for the Board of Supervisors, citizen groups, cable TV, etc.; determines the best method of presenting the information, including the use of audiovisuals; coaches on presentation skills.

Plans and develops strategic and annual goals, objectives, and strategies for Communications Office; develops and monitors budget.

Plans, develops, and conducts training for staff, particularly on communications-related topics.

Coordinates County website content and marketing efforts.

Promotes and ensures proper employee training and compliance with County safety program and departmental safety procedures; ensures that all equipment, materials, and work conditions are adequately maintained to prevent accidents.

Performs other related duties as required.

### **JOB LOCATION AND EQUIPMENT OPERATED:**

Duties are performed in an office setting and at various locations throughout the County. Requires driving personal vehicle to assigned work locations. Requires occasional attendance at night meetings. Operates standard office equipment including telephone, computer keyboard, calculator, and copy machine. Operates video camcorders and microphone, studio cameras, character generator, and other video equipment, as needed.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

Thorough knowledge of effective public relations practice, methods, and techniques.

Considerable knowledge of effective training practices, methods, and techniques.

Considerable knowledge of television production and CATV operation and maintenance.

Working knowledge of Internet site management and programming html.

Skill as a meeting and group facilitator.

Ability to coordinate and develop television programming and publications and audiovisual presentations.

Ability to use independent judgement to accomplish the assigned duties within established guidelines.

Ability to listen and to communicate effectively both orally and in writing.

Ability to be creative and flexible in approaches to accomplishing work.

Ability to make effective presentations.

Ability to maintain harmonious working relationships and mediate conflicts.

Ability to plan, supervise, and evaluate the work of others.

### **MINIMUM QUALIFICATIONS:**

Bachelor's Degree in relevant field of study such as: journalism, communications, or public relations; experience in areas of planning, organizational development, communications, training, or related area involving community contact, or any equivalent combination of acceptable education and experience providing the knowledge, skills, and abilities cited above.

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Date: January 2002

# IDENTIFICATION OF GENERAL APTITUDES AND PHYSICAL REQUIREMENTS

Position Title Communications Director

Position Number 534

Department Human Resources

Division Communications

The Americans with Disabilities Act requires that we identify the general aptitudes and physical requirements needed to perform the job listed above. Individuals who have the position must be able to perform all essential job functions unaided or with reasonable accommodation.

**I. Mental Abilities:** General learning ability. The ability to “catch on” or understand instructions and underlying principles.

- ☒ Ability to understand and follow oral instruction
- ☒ Ability to understand and follow written instruction
- ☒ Ability to guide and/or give instructions
- ☒ Ability to make decisions in accordance with established procedures and policies
- ☐ Not essential to job function

**II. Verbal Abilities:** Ability to understand meanings of words and ideas associated with them and to use them effectively. To comprehend language, to understand relationships between words, and to understand meanings of whole sentences and paragraphs. To present information or ideas clearly.

## 1. Speaking/Talking:

- ☒ Answering telephone, radio, or switchboard
- ☒ Communicating with County officials
- ☒ Communicating with general public
- ☒ Communicating with vendors
- ☒ Communicating with supervisors and/or with other employees
- ☐ Communicating with others \_\_\_\_\_
- ☐ Not essential to job function

## 2. Hearing/Listening:

- ☒ For communication with County officials, public, vendors, supervisors and/or other employees
- ☐ Not essential to job function

## 3. Reading: (ability to read and understand text)

- ☒ Essential to job function
- ☐ Not essential to job function

**III. Numerical:** Ability to perform arithmetic operations quickly and accurately.

- ☒ Ability to mentally perform accurate two digit calculations
- ☒ Ability to perform accurate calculations aided  
by a calculator, adding machine or measurement device

**IV. Spatial Abilities:** Ability to comprehend forms in space and understand relationships of plane and solid objects. May be used in such tasks as blue print reading and in solving geometry problems. Frequently described as the ability to “visualize” objects of two or three dimensions, or to think visually of geometric forms.

- ☒ Essential function
- ☐ Not essential function

**V. Motor Coordination:** Ability to coordinate eyes and hands or fingers rapidly and accurately in making precise movements with speed. Ability to make a movement response accurately and quickly.

**1. Manual Dexterity:** Ability to move the hands easily and skillfully. To work with the hands in placing and turning motions.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Use telephone      | <input checked="" type="checkbox"/> Manipulate computer keyboard and mouse |
| <input type="checkbox"/> Use switchboard               | <input type="checkbox"/> Use postage machine                               |
| <input checked="" type="checkbox"/> Use radio/console  | <input type="checkbox"/> Use hand tools                                    |
| <input checked="" type="checkbox"/> Use a calculator   | <input type="checkbox"/> Use power tools                                   |
| <input checked="" type="checkbox"/> Use a copy machine | <input type="checkbox"/> Other: _____                                      |
| <input checked="" type="checkbox"/> Use a fax machine  | <input type="checkbox"/> Not essential to job function                     |

**2. Finger Dexterity:** Ability to move the fingers and manipulate small objects with the fingers rapidly or accurately. For example: electrical wiring.

- ☒ Essential to job function
- ☐ Not essential to job function

Explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## VI. Physical Demands:

1. **Strength**: The quality, state or property of being strong. The power to withstand strain, force or stress.

Please check (✓) in appropriate boxes below.

| Ability to manipulate materials and/or equipment (lbs) |    |      |       |       |       |      | Frequency of Manipulation |            |              |
|--|----|------|-------|-------|-------|------|---------------------------|------------|--------------|
|  | 5- | 5-10 | 10-15 | 15-25 | 25-50 | 50 + | Occasionally              | Frequently | Continuously |
| <b>Lift</b>  |    |      | ✓     |       |       |      | ✓                         |            |              |
| <b>Push/Pull</b>                                       |    |      | ✓     |       |       |      | ✓                         |            |              |
| <b>Hold/Carry</b>                                      |    |      | ✓     |       |       |      | ✓                         |            |              |

Manipulation done from: ☒ ground to waist    ☐ waist level    ☐ waist to shoulder    ☐ above shoulder  
(Check all that apply)

Not essential to job function: ☐ Lift    ☐ Push/Pull    ☐ Hold/Carry (Check all that apply)

2. **Climbing**: To move up or mount by using the hands or feet.

### Ladders

- ☒ Step stool
- ☐ 8' to 10' step ladder
- ☐ Extension ladder
- ☐ Other \_\_\_\_\_
- ☐ Not essential to job function

### Stairways

- ☐ 1 flight
- ☒ 2 flights
- ☐ 3 or more flights
- ☐ Other \_\_\_\_\_
- ☐ Not essential to job function

### Steps

- ☐ 1-2
- ☐ 2-3
- ☒ 3-4
- ☐ Other \_\_\_\_\_
- ☐ Not essential to job function

3. **Ability to Stand, Sit, Walk, and Run**:

Please check (✓) in appropriate boxes below.

| Duration (hours/day) |     |     |     |     |     |     | Occasionally | Frequently | Continuously |
|----------------------|-----|-----|-----|-----|-----|-----|--------------|------------|--------------|
|                      | 0-1 | 1-3 | 3-5 | 5-7 | 7-9 | 9 + |              |            |              |
| <b>Stand</b>         | ✓   |     |     |     |     |     | ✓            |            |              |
| <b>Sit</b>           |     |     | ✓   |     |     |     | ✓            |            |              |
| <b>Walk</b>          |     | ✓   |     |     |     |     | ✓            |            |              |
| <b>Run</b>           | ✓   |     |     |     |     |     | ✓            |            |              |

If walking or running, over what type of terrain? ☒ flat    ☐ rough    ☐ both

Not essential to job function: ☐ Stand    ☐ Sit    ☐ Walk    ☐ Run (Check all that apply)

#### 4. Stooping, Kneeling, Crouching, and /or Crawling:

To bend forward or down from the middle of the waist or the middle of the back, to bend downwards, to lower oneself and/or to move freely on hands and knees.

##### Daily Amounts

- ☐ 0-5x      ☒ 5-20x      ☐ 20-50x      ☐ 50+x  
☐ Other \_\_\_\_\_ ☐ Not essential to job function

#### 5. Reaching, Handling, Fingering, and/or Feeling:

To stretch out, extend, or put forth a bodily part. To touch or grasp something, by extending or stretching. To touch, lift, hold or operate with the hands.

##### Daily Amounts

- ☐ 0-5x      ☒ 5-20x      ☐ 20-50x      ☐ 50+x  
☐ Other \_\_\_\_\_ ☐ Not essential to job function

#### 6. Seeing: To perceive or comprehend by the sense of sight.

Essential to job function: These characteristics are necessary (Check all that apply)

- ☒ Peripheral vision
- ☒ Night vision
- ☒ Focus (distinctness or clarity)
- ☒ Color perception (discriminate between colors)
- ☒ Depth perception (determine distance relationship between objects)

#### **VII. *Driving:*** The ability to transfer or convey in a vehicle.

| <b>Transmission</b>           | <b>Standard</b>                     | <b>Automatic</b>                    | <b>Multi-Gears</b>                  |
|-------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Car                           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Van                           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Small Truck                   | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Medium Truck                  | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Large Truck                   | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Truck w/Equipment             | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Heavy Bus Equipment           | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Not essential to job function | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Other (list) _____            |                                     |                                     |                                     |